

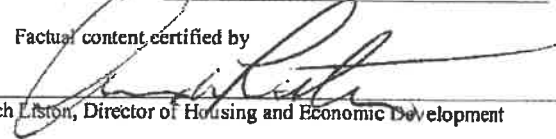
# RESOLUTION No. 25-030

Date of Adoption **MAR 04 2025**

Approved as to Form and Legality

Factual content certified by

  
Wesley Bridges, ESQ CITY ATTORNEY

  
Arch Eiston, Director of Housing and Economic Development

Councilman/woman \_\_\_\_\_ presents the following Resolution:

SPONSORED BY: \_\_\_\_\_

**RESOLUTION AWARDING A CONTRACT THROUGH A FAIR AND OPEN PROCESS IN ACCORDANCE WITH N.J.S.A. 19:44 A-20.4 ET SEQ., TO EQUITY BY DESIGN FOR CONSULTING SERVICES FOR THE CREATION OF A FIVE-YEAR DEVELOPMENT PLAN FOR THE DEPARTMENT OF HOUSING AND ECONOMIC DEVELOPMENT IN AN AMOUNT NOT TO EXCEED \$65,000.00 FOR A PERIOD OF ONE (1) YEAR FROM THE DATE OF AWARD – RFP2024-35**

**WHEREAS**, the City has a need for Consulting Services for the Creation of a Five-Year Development Plan for the City of Trenton, Department of Housing and Economic Development for a period of one (1) year; and

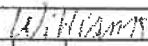
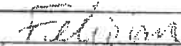
**WHEREAS**, a request for proposals was advertised by the Division of Purchasing and three (3) proposals were received on October 1, 2024 at 11:00am and were evaluated by a committee based on criteria that included, experience, understanding of requirements and cost; and

**WHEREAS**, the proposal of Equity by Design, LLC, 200 North Broad Street, 2<sup>nd</sup> Floor, Trenton, NJ 08608 was deemed to have the necessary qualifications and expertise for the performance of the services at the rates budgeted; and

**WHEREAS**, funds in an amount not to exceed \$65,000.00 have been certified to be available contingent upon UEZ award letter for a period of one (1) year from date of award.

**NOW, THEREFORE IT IS RESOLVED**, by the City Council of the City of Trenton, as follows:

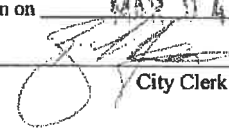
1. The Mayor is hereby authorized to enter into a contract with Equity by Design, LLC, 200 North Broad Street, 2<sup>nd</sup> Floor, Trenton, NJ 08608 for Consulting Services for the Creation of a Five-Year Development Plan in an amount not to exceed \$65,000.00 for a period of one (1) year from date of award for the City of Trenton, Department of Housing and Economic Development.
2. This contract is awarded pursuant to the authority set forth in the Local Public Contracts Law at N.J.S.A. 40A:11-5.
3. A notice of this action shall be printed once in the official newspaper of the City of Trenton and the resolution and contract shall remain on file in the City Clerk's Office.

MOTION: 					SECOND: 				
	Aye	Nay	Abstain	Absent		Aye	Nay	Abstain	Absent
EDWARDS	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	FRISBY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FELICIANO	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	HARRISON	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FIGUEROA	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	WILLIAMS	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
KETTENBURG	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
					GONZALEZ	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

This Resolution was adopted at a Meeting of the City Council of the City of Trenton on

**MAR 04 2025**

  
President of Council

  
City Clerk

**PROFESSIONAL SERVICES CONTRACT**

**RFP2024-35**

**RESOLUTION 25-030**

**AWARDED TO EQUITY BY DESIGN, LLC, FOR CONSULTING SERVICES FOR THE CREATION OF A FIVE-YEAR DEVELOPMENT PLAN**

**THIS CONTRACT** made this 4<sup>TH</sup> day of MARCH 2025 by and between the **CITY OF TRENTON, 319 EAST STATE STREET, TRENTON, NEW JERSEY 08608** a Municipal Corporation of the State of New Jersey, ("City") and **EQUITY BY DESIGN, LLC, 200 NORTH BROAD STREET, 2<sup>ND</sup> FLOOR, TRENTON, NJ 08608** ("CONTRACTOR").

**WHEREAS**, the City has a need to provide **CONSULTING SERVICES FOR THE CREATION OF A FIVE-YEAR DEVELOPMENT PLAN** for the City of Trenton, Department of Housing and Economic Development

**WHEREAS**, Contractor agrees to provide **CONSULTING SERVICES FOR THE CREATION OF A FIVE-YEAR DEVELOPMENT PLAN** for the City of Trenton, Department of Housing and Economic Development, in accordance with the terms and conditions as set forth hereinafter, and the City being agreeable thereto;

**NOW THEREFORE**, the parties mutually agree as follows:

**CONSULTING SERVICES FOR THE CREATION OF A FIVE-YEAR DEVELOPMENT PLAN** for the City agrees to retain **EQUITY BY DESIGN, LLC, 200 NORTH BROAD STREET, 2<sup>ND</sup> FLOOR, TRENTON, NJ 08608** "the request of and under the general supervision of the City of Trenton, Department of Housing and Economic Development

**1. SCOPE OF SERVICES**

**SEE ATTACHED SCOPE OF SERVICES**  
**SUBCONTRACTOR: JASON R. ROWE**

**DURATION OF THE CONTRACT:**

This contract shall remain in full force and effect for a period of one (1) year from **FEBRUARY 5, 2025, TO FEBRUARY 4, 2026**, in an amount not to exceed **\$65,000.00**.

- 2. STATUS OF CONTRACTOR:** It is expressly understood by and between the parties hereto that the status of the Contractor retained to carry out the services set forth in this agreement is that of an Independent Contractor. It is further understood by and between the parties that is not intended, nor shall it be construed, that the contractor is an agent, employee, or officer of the City of Trenton.
- 3. NOTICES:** Any notices required to be delivered to either party pursuant to this Contract shall be in writing to their respective addresses. The parties shall be responsible for notifying each other of any change of address.
- 4. INTEGRATION: Resolution #25-030**
- 5.** and this contract constitutes the entire agreement between the parties and any representation that may have been made prior to the execution of this Contract are nonbonding, void, and of no effect and neither party has relied on any such prior representations in entering this Contract with the City of Trenton, Department of Administration, Division of Information Technology.
- 6. ENFORCEABILITY:** If any term or condition of this Contract or its application to any party or circumstances shall be deemed invalid or unenforceable, the remainder of the Contract and its application to other parties and circumstances shall not be affected.

7. **GOVERNING LAW:** This Contract shall be governed by the laws of the State of New Jersey.

**MISCELLANEOUS PROVISIONS:**

- a. Contractor will not discriminate against any employee or applicant for employment because of age, race, creed, color, national origin, ancestry, marital status, sex, gender identity or expression, affectional or sexual orientation, disability or nationality. Contractor will take affirmative action to ensure that such applicants are recruited and employed and that employees are treated during employment, without regard to their age, race, creed, color, national origin, ancestry, marital status, sex, affectional, gender identity or expression, sexual orientation. Such action shall include, but is not limited to the following: employment, upgrading, demotion or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. Contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices to be provided by the Public Agency Compliance Officer setting forth provisions of this nondiscrimination clause;
- b. Contractor, where applicable will, in all solicitations or advertisements for employees placed by or on behalf of the Contractor, state that all qualified applicants will receive consideration for employment without regard to age, race, creed, color, national origin, ancestry, marital status, sex, gender identity or expression, affectional or sexual orientation.
- c. Contractor, where applicable, agrees to comply with the regulations promulgated by the Treasurer pursuant to P.L. 1975, c. 127, as amended and supplemented from time to time and the American with Disabilities Act.
- d. Contractor, where applicable, agrees to attempt to schedule minority and female workers consistent with the applicable county employment goals prescribed by N.J.A.C. 17:27-5.2 promulgated by the Treasurer pursuant to P.L. 1975, c. 127, as amended and supplemented from time to time or in accordance with a binding determination of the applicable county employment goals determined by the Affirmative Action Office pursuant to N.J.A.C. 17:27-5.2, amended and supplemented from time to time.
- e. Contractor, where applicable, agrees to inform in writing appropriate recruitment agencies in the area, including employment agencies, placement bureaus, colleges, universities, labor unions that it does not discriminate on the basis of age, creed, color, national origin, ancestry, marital status, sex, gender identity or expression, affectional, sexual orientation, disability or nationality and that it will discontinue the use of any recruitment agency which engages in direct or indirect discriminatory practices.
- f. Contractor, where applicable, agrees to review all procedures relating to transfer, upgrading, downgrading and layoff to ensure that all such actions are taken without regard to age, race, creed, color, national origin, ancestry, marital status, sex, gender identity or expression, affectional, sexual orientation, disability or nationality. Contractor will conform these employment goals consistent with statutes and court decisions of the State of New Jersey, and applicable Federal law and Federal court decisions.
- g. Contractor, where applicable, shall furnish such reports or other documents to the Affirmative Action Office as may be requested by the office from time to time in order to carry out the purposes of these regulations. Contractor shall furnish such information as may be requested by the Affirmative Action Office for conducting a

compliance investigation pursuant to Subchapter 10 of the Administrative Code (N.J.A.C. 17:27).

- h. Contractor, shall submit along with the signed contract one of the following as evidence of compliance with N.J.A.C. 17-27:
1. Appropriate evidence that the independent contractor is operating under an existing Federally approved or sanctioned affirmative action program.
  2. A certificate of employee information report approval issued in accordance with N.J.A.C. 17:27-4.
  3. An initial employee information report (Form AA#302) provided by the Affirmative Action Office and completed by the contractor in accordance with N.J.A.C. 17:27-4

  
EQUITY BY DESIGN, LLC  
200 NORTH BROAD STREET, 2<sup>ND</sup> FLOOR  
TRENTON, NJ 08608

3-21-2025

DATE

  
KEMISHA S. WEBSTER  
Seq: NOTARY PUBLIC OF NEW JERSEY  
MY COMMISSION EXPIRES NOV. 28, 2027

Attest: \_\_\_\_\_

IN WITNESS WHEREOF, the parties have hereunto set their hands and seals the day and year above written.

ATTEST:

  
BRANDON L. GARCIA  
MUNICIPAL CLERK

CITY OF TRENTON

  
W. REED GUSCIORA, ESQ.  
MAYOR

DATE

4/4/25

DATE

4-3-25

**BID PROPOSAL FORM**  
**PROPOSER MUST COMPLETE**

We the undersigned propose to furnish and deliver the above services pursuant to the scope of services and requirements and made part hereof:

HOURLY RATE \$ 95

TOTAL AMOUNT FOR THE SERVICES FOR TWELVE MONTHS \$ 65,000

  
(ORIGINAL SIGNATURE BY AUTHORIZED REPRESENTATIVE)

The undersigned is a Corporation, Partnership or Individual under the laws of the State of

New Jersey having its principal office at 200 N. Broad St., 2nd Floor  
Trenton, NJ 08608

COMPANY Equity By Design LLC

ADDRESS 200 N. Broad St., 2nd Floor, Trenton, NJ 08608

ADDRESS \_\_\_\_\_

FED. ID # 88-1264525

NAME Elijah Dixon

TELEPHONE 604-610-9028

FAX \_\_\_\_\_

EMAIL elijah@equitybydesigninfo

DATE 9-30-2024

SIGNATURE 

**RFP2024-35**  
**CREATION OF A 5-YEAR DEVELOPMENT PLAN**  
**FOR THE**  
**CITY OF TRENTON URBAN ENTERPRISE ZONE**

The City of Trenton, Department of Housing and Economic Development is soliciting sealed Request for Proposals through a Fair and Open process in accordance with N.J.S.A. 19:44A-20.4 et seq. from qualified professionals to provide Consulting Services in creating a preliminary 5-year Zone Development Plan for its Urban Enterprise Zone.

**INTRODUCTION**

The City of Trenton is one of 32 designated Urban Enterprise Zones encompassing 37 municipalities in the State of New Jersey. The Urban Enterprise Zone (UEZ) Program, enacted in 1983, is an affiliate of the Department of Community Affairs. The program's charter is to foster an economic climate that revitalizes designated urban communities and stimulates their growth by encouraging businesses to develop and create private sector jobs through public and private investment.

To accomplish its charter, business incentives are provided to certified zone businesses. In addition, a portion of the sales taxes collected in UEZ communities are given back as Zone Assistance Funds (ZAF) that can be utilized in the community for projects that meet the goals and objectives set out in the 5-year Development Plan. This contract shall be awarded for a period of one (1) year.

**PROJECT OVERVIEW**

The City of Trenton is seeking a qualified consultant to prepare a preliminary 5-year zone development plan as required by UEZ legislation. The zone development plan will set forth the boundaries of the enterprise zone and include findings of fact concerning the economic conditions existing in the enterprise zone and the municipality's policy and intentions for addressing these conditions. It may include proposals respecting:

1. Utilizing the powers conferred on the municipality by law for the purpose of stimulating investments and economic development of the zones.
2. Utilizing State assistance through the provisions of P.L. 1983, c.303 (C.52:27H-60 et seq.)
3. Securing the involvement in, and commitment to, zone economic development by private entities, including business organizations, neighborhood associations and businesses in the zone.
4. Increasing the availability and efficiency of support services, public and private, generally used by and necessary to the efficient functioning of commercial and industrial facilities in the area, and the extent to which

the increase or improvement is to be provided and financed by the City of Trenton or by other entities.

The preliminary zone development plan will be submitted to the City of Trenton, Urban Enterprise Zone office who will submit it to the Trenton City Council for approval. The plan will then be submitted to the New Jersey UEZA for approval.

### **SCOPE OF SERVICE**

The consultant will work with the City of Trenton to develop a 5-year roadmap for the UEZ in order to achieve its goals in stimulating growth and redevelopment within its boundaries. The plan should include the following elements.

### **INTRODUCTION, COMMUNITY OVERVIEW AND PLAN DEVELOPMENT PROCESS**

1. Introduction
2. Regional and Municipal Setting / Location of the Existing UEZ with Map
3. Economic Conditions in the UEZ Boundaries
  - Unemployment
  - Economic Conditions
    - i. Municipal Distress Index
    - ii. Supply and Demand Market Analysis
  - Income and Poverty
  - Educational Attainment
  - Housing Characteristics
  - Workforce Characteristics
  - Leakage
  - Commercial Needs Assessment
4. Process of Plan Development
  - Community Organization Outreach (including underserved racial and ethnic groups)
  - Business Outreach (including underserved racial and ethnic groups)
  - Survey of residents and businesses on what they would like to see in the UEZ

### **UEZ MILESTONES, ACCOMPLISHMENTS AND BENEFITS**

1. Description of Previous UEZ Projects
2. Impacts from Zone Sales Tax Act
3. Summary of Zone Benefits and Uses from Past Projects

4.

#### **UEZ ECONOMIC DEVELOPMENT VISION, GOALS AND OBJECTIVES**

1. Vision for the UEZ
2. Economic Goals and Objectives
3. Coordination with Other Plans and Programs
  - County and Regional Plans and Programs
  - Municipal Programs and Special Development Designations (Opportunity Zones, Special Improvement Districts, etc.)
  - State Agencies (NJEDA, NJRA, etc)
4. Proposed Changes to UEZ Boundaries with justification
  - Expansion and Deletion of Area
5. Major initiatives for next 5 years
  - Grant programs for building rehab and sidewalk repair
  - Public works in commercial corridors, including sidewalks, lighting and wayfinding
  - Business attraction
  - Support of marketing initiatives, event initiatives and other demand building initiatives for UEZ businesses
  - Building fit-out for City-run general, retail and/or technology accelerators, including maker's spaces
  - Training
  - Placemaking projects, including interpretive historical projects and parklets

#### **MARKETING AND IMPLEMENTATION**

1. Existing and Proposed Partnerships
2. Other Funding and Resources
3. Proposed UEZ Program Structure with Program Controls including Preliminary Budget Framework
4. Timeline for Implementation
5. Outline of Proposed Metrics and Measurements of Success.

#### **SUMMARY AND NEXT STEPS**

1. Local and Municipal Approvals as needed
2. Approvals by NJ DCA/Zone Authority
3. Authorization and Implementation



## PROPOSAL REQUIREMENTS

Proposals should include the following information

1. Approach—describing how the respondent will accomplish the scope of work and requirements listed herein.
2. Qualifications—showing how the respondent's firm and assigned team members are qualified to provide the scope of work and requirements listed herein.
3. Project schedule—showing key task target dates (including surveys, community meeting, public meetings and staff team meetings) and estimated task duration.
4. Fees—for the entire scope of services with a total "not to exceed" amount listed. Provide an itemized breakdown of proposed cost for each service and hourly rates for all team members to the project. The City reserves the right to negotiate the services and cost based on support from internal staff.

## EVALUATION OF PROPOSALS

Proposals shall be evaluated by a committee composed of persons chosen by the Division of Economic Development.

The following criteria will be used to evaluate the proposals.

1. The candidate's understanding, approach and plans to meet the requirements set forth in this Request for Proposal. **25%**
2. The candidate's qualified previous experience as it pertains to the Scope of Work, particularly similarly funded projects. **25%**
3. The cost to perform the services required in this Request for Proposal. **25%**
4. The experience and qualifications of project designated personnel, particularly as it pertains to similar projects, as illustrated on staff resumes. **25%**

## QUESTIONS

All questions **must** be submitted in writing to [igarcia@trentonnj.org](mailto:igarcia@trentonnj.org).